

Course : Build and manage the Sales Action Plan

Practical course - 3d - 21h00 - Ref. PAC

Price : 2020 CHF E.T.

★★★★☆ 4,5 / 5

BEST

The Sales Action Plan (SAP) is the operational transcription of the company's strategy. This training course will provide you with the methods and tools you need to define, implement and manage your Sales Action Plan, deploy it within your teams and measure its performance.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Analyze your portfolio or market
- ✓ Set objectives and develop a global sales strategy
- ✓ Build a Sales Action Plan and translate it into operational marketing actions
- ✓ Monitor, evaluate and adapt your Sales Action Plan
- ✓ Promote the Sales Action Plan to management and staff

Intended audience

Sales executives, sales managers, sales managers, anyone in charge of deploying operational and sales strategies.

Prerequisites

Knowledge of marketing.

Practical details

Hands-on work

Theoretical input and practical exercises

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the context and experience of participants.

Course schedule

PARTICIPANTS

Sales executives, sales managers, sales managers, anyone in charge of deploying operational and sales strategies.

PREREQUISITES

Knowledge of marketing.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

1 From marketing plan to sales action plan

- The CAP: translating marketing objectives into sales objectives.
- Define marketing and sales indicators.
- Understand the architecture of the process and its stages. Prevent conflicts with other functions.

Exercise

Define sales objectives.

2 Analysis and diagnosis

- Understand significant facts by market and customer segment.
- Customer portfolio analysis. Sales team strengths and weaknesses.
- Study the competition.
- Build the SWOT matrix by sales sector.

Exercise

Diagnosis (Porter's matrix, key success factors, SWOT).

3 Define your target strategy

- Validate strategic business areas (SBAs): strategic segments and targeting, products...
- Set actions in line with marketing objectives: ABC, product/customer matrices.
- Define positioning by customer segment.

Exercise

Construction of a product/customer segmentation table and study of the corresponding positioning.

4 Decide on actions and build your Sales Action Plan

- Analyze performance and areas for improvement.
- Define your pricing strategy.
- Distribution: definition of pricing policy and appropriate network.
- Communication: promotions, consumer advertising, sales force management.
- Sales policy: matching resources to initial strategy.
- Building an internal and external action plan.

Exercise

Study of priority actions to be taken (prospecting, loyalty-building, sales force management).

5 Plan, launch and control actions

- Draw up the projected operating statement.
- Drafting of action description sheets.
- Draw up an inventory of resources: selection and distribution.
- Draw up customer, operational marketing and management action plans.
- Monitoring dashboards.

Case study

Finalized sales action plan.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

6 Knowing how to "sell" your PAC to your superiors and colleagues

- Simplify CAP presentation.
- Find the right arguments to win over customers.
- Sell your CAP to management and salespeople.
- Launch the action: the marketing/sales meeting.

Exercise

Sales action plan training.

Dates and locations

REMOTE CLASS

2026 : 18 May, 14 Oct., 30 Nov.